

Fyber Names Aaron Dalin VP of US Publisher Sales for RTB

*Former Facebook Executive Brings Ad Tech Expertise
with Proven Management of Driving High Business Growth*

Berlin, Germany (February 15, 2017) -- Fyber GmbH ([Fyber](#)), an independent advertising technology company, announced today it has appointed ad tech veteran Aaron Dalin to VP of US Publisher Sales for Fyber's RTB business. He is based in New York, and will lead Fyber's RTB publisher team with an objective of growing Fyber's RTB direct publisher base by empowering US publishers to adopt programmatic and drive more revenue across all channels.

Aaron has two decades of deep industry experience that began on the publisher side at Turner Broadcasting and CNN Interactive. Since then, he has led the Publisher Video business for Americas at Google/DoubleClick, where he was instrumental in launching sales efforts for DFP and ADX Video in North America and most recently held the role of Head of Publisher Sales, Publisher Ad Tech North America at Facebook. There, he oversaw all new business sales efforts for the top 200 publishers ranked in ComScore.

"As addressable video supply continues to evolve, media owners need a flexible monetization platform designed to their specific requirements", said Aaron Dalin, VP of US Publisher Sales, Fyber RTB. "I am thrilled to join the Fyber RTB team and drive the company strategy forward in delivering great technology solutions to our diverse publisher base."

After acquiring Falk Realtime in 2015 and successfully integrating the business into Fyber, parent company RNTS Media has seen the share of revenue from programmatic advertising and real-time bidding accelerate and increase at almost 60% in the third quarter of 2016, up from 35% during the same period the previous year.

"Aaron represents a rare breed of ad tech leadership who possesses a combined and unparalleled in-depth knowledge of both the supply and demand side, with a proven ability to build strong teams and scale business growth," said Erwin Plomp, Chief Commercial Officer of Fyber RTB. "His experience in managing growth with top premium publishers will serve us well as we continue to deliver high quality, brand safe, exclusive supply to our advertisers and high eCPMs to our publisher partners."

Video and in-app programmatic deliver the scale and efficiency that helps encourage billions of additional dollars in ad spend, which is why the industry will continue to see significant growth in this area. As publishers scramble to keep up with the fragmentation of their audience across multiple devices, the rapid growth in the programmatic space

empowers publishers with two distinct benefits with a platform like Fyber: a more efficient way to monetize and a way to reach premium advertisers programmatically.

About Fyber

Fyber connects app developers and media companies with advertisers through the power of technology, across every device. It's an independent advertising technology company devoted to delivering global audiences at scale through a powerful cross-platform monetization & advertising solution. Our SSP, Ad Serving, Ad Exchange and Mediation products empower thousands of the world's leading app developers and publishers to generate business-critical revenue streams and serves over 500+ million monthly active users globally. For more information, visit www.fyber.com.

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